

Wethersfield Tourism Commission

Meeting Minutes

Tuesday November 27, 2012 5:30 pm
Town Hall, Town Manager's Conference Room

- 1) Call to Order – Chair Traczyk called the meeting to order at 5:35 p.m.
- 2) Roll call (5 members required for quorum)

	<u>Present</u>	<u>Absent</u>	<u>Excused</u>
Chris Traczyk, Chairman	x		
Katie Sullivan, Vice Chair	x		
Charlie Forsdick			x
Elaine St. Onge	x		
Charles Ford	x		
Shireen Aforismo	x		
Dorcas McHugh	x		
Ellen Spratlin	x		
Carol Hall (alternate)	x		
Jenna Delay (alternate)		x	

Also present: Peter Gillespie, Town Planner/Economic Development Manager.

- 3) Approval of Minutes – September 2012 – No action taken
- 4) Open issues (Old Business)
 - a) Updates
 - i) Rack and Postcard Design – Mr. Gillespie reported that the final design is pending the next photo contest and will be completed in the new year for printing and distribution.
 - ii) Wayfinding Signage Program – Mr. Gillespie reported that Sign Lite is expected to install the next phase of signs within the next week or so and over the winter the final locations and content will be resolved for installation in the Spring.
 - iii) Vibrant Communities Initiative Grant – Contract approved by Town Attorney and signed, interviews being conducted, committee expected to meet soon.
 - iv) Main Street Investment Fund Grant – Decision not expected until Spring.
 - v) Tourism Product Development Grant – Waiting for return email from ~~Stateet~~ Tourism on timeline for decision.
 - b) Website Redesign and Update
 - i) Review of secondary pages for content – Copies of design layout distributed, training scheduled for week of December 3-7. Page content needs to be reviewed and edited, members agreed to review individual pages and get comments back to Peter Gillespie.
- 5) New Business

- a) 2013 Meeting Schedule – A draft meeting schedule was distributed, it was suggested that the August meeting may not be necessary and that a start time of 5:00 p.m. was preferred, Ms. McHugh motioned to approve the 2013 meeting schedule as amended, seconded by member Sullivan, all voting in favor.

6) Reports – Affiliate Commissions/Organizations

- a) Economic Development & Improvement Commission – D McHugh reported on the upcoming December 11 Salute To Business event at the Country Club and a Tourism award to be presented to the Shopkeepers for the Scarecrow Along Main St's annual event.
- b) Central CT Culture & Tourism – Kate – No meeting held.
- c) Greater Hartford Convention & Visitors - C. Hall – Reported on meeting held regarding CenterofCT.com website and availability for promotion of events for inclusion in calendar. It was suggested that Jesse Smith forward monthly newsletter to their attention.
- d) OW Shopkeepers – C. Ford reported on Scarecrows and discussed the amount of visitors drawn into Town for the event.
- e) WHS – Elaine St. Onge reported on December events planned and Holidays on Main Street event. Attendance was up for the Antiques Show.
- f) WDS – Katie Sullivan reported that a few more weddings were planned before the Barn is closed for the winter, Thanksgiving Dinner was successful, plans for front porch on museum building planned through a grant.

7) Other Business

- a) Stakeholders Meeting – Next Meeting Date – Friday January 11 at 11 am at Webb Deane Stevens Museum.
- b) Holidays on Main – Members were encouraged to promote and attend event, Dorcas McHugh and Ellen Spratlin offered to help with EDIC booth.
- c) Autumn Photo Contest – Mr. Gillespie reported that the photo submissions have been received and that the judging needs to be scheduled so that the winners can be announced at the Salute To Business event on December 11. The judging was scheduled for December 5 at 5 p.m.

8) Adjournment – Chair Traczyk adjourned the meeting at 6:36 p.m.

8)

Respectfully Submitted

Peter Gillespie, Town Planner

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